

ABSTRACT OF THE DISCLOSURE

A method and apparatus is provided for customizing a facial foundation product at point of sale to a customer. Three essential elements are that of a skin analyzer for reading skin properties, a programmable device receiving the reading and correlating same with an optimal formula from a preprogrammed set of formulas, and a formulation machine for preparing the facial foundation product from various cosmetic chemical compositions. The formulation machine receives instructions from the programmable device on the optimal formula. This formula is then dosed and blended from a series of dispensers containing separate cosmetic chemical compositions into a receiving bottle. The optimal formula may be altered through customer preferences by manual alteration of the selected optimal formula.